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For Immediate Release:

EIU'S DUDLEY NAMED INTERNATIONAL AMA STUDENT CHAPTER "ADVISOR OF THE YEAR"

CHARLESTON – Sid Dudley, associate professor of management and marketing, has been named the international "Advisor of the Year" for his work with Eastern Illinois University's student chapter of the American Marketing Association.

The presentation occurred at the International AMA Collegiate Conference held in New Orleans earlier this spring.

Dudley was chosen from among nearly 600 advisors and co-advisors representing 400 chapters world-wide. His selection was based on nomination materials submitted by local chapter members.

In Dudley's letter of nomination, the 10-year advisor was said to have "gone above and beyond the call of duty as an advisor and professor" by also becoming a "friend and confidant to many students." He was described as the "backbone" of Eastern's successful AMA chapter which, during his tenure, has received multiple awards including the AMA International Chapter of the Year (1999) and the Most Outstanding Midwest Chapter (multiple times, including this year).

"We believe that we have been so successful as a chapter due to our advisor's support and him helping us focus on our goals for the AMA," the students wrote. "Our advisor constantly is brainstorming with us to add new ideas for our chapter. Together we achieve our goals and we implement our new ideas."

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According to his students, Dudley is "actively involved in every part of our chapter – from the planning process to our annual report." His activities include participation in the weekly executive meetings, attendance at all events hosting special speakers and being first-in-line to donate during chapter-sponsored blood drives.

As a faculty member at Eastern, Dudley remains "enthusiastic and inspirational, motivating each student to be creative with the marketing skills that he or she has learned." He shows his "commitment as a teacher by meeting with students at times that fit their schedules, . . . helps students get jobs by writing letters of recommendation and he is thoroughly proud and enjoys his students," the nomination letter read.

"(Dudley) remains in contact with many of his former students . . . (and) constantly receives letters of gratitude from former students who say they gained the most real world knowledge from the classes that he taught."